




The Merchandising Policy Back of United States Tires

"There seems to be a definite trend on the part of many large and tried manufacturers to assume that consistent and continuous advertising makes a specific guarantee superfluous".

(From a recent trade paper)



"The Guarantee without Reservation," as instituted by the United States Rubber Company and applied to United States Tires and its other products, is based on what we believe to be a fundamentally sound business principle.

A plain unequivocal guarantee of quality is better practice than a guarantee of performance; the first is a form of insurance, the second is a form of indemnity.

The United States Rubber Company's advertised assurance of the highest standard of quality now known in the art of tire making imposes an obligation greater than that of any guarantee of suppositional mileage.

This is made doubly effective because this company controls the quality of its rubber supply through its 100,000 acre plantations in Sumatra. And the manufacturing methods in its half-hundred factories represent the last word in the science of rubber making.

The United States Rubber Company---oldest and largest rubber organization in the world---stands behind the integrity of United States Tires. It devotes all its resources and energies to the development and maintenance of standards that benefit both the public and the entire rubber industry.

United States Tires
are Good Tires

United States Rubber Company
